

AUTOMOBILES.

AUTOMOBILES.

AUTOMOBILES.

AUTOMOBILES.

AUTOMOBILES.

AUTOMOBILES.

PLAN GOOD ROADS RALLY

Auto Dealers Form League to Help Highway Situation.

FIRST MEETING TO-MORROW

Will Then Arrange Demonstration at Garden on Later Date—Many Invitations Out.

In view of the referendum vote on the \$30,000,000 appropriation for highways in the state the automobile trade is keenly interested in the forthcoming state election. The benefit that a wise expenditure of this sum will be to the industry has caused the formation of the Automobile Trade League, a non-political organization, which will hold a meeting next Tuesday night at the Hotel Martinique, at which time plans will be perfected for a huge good roads rally later at Madison Square Garden.

Letters have been sent to owners, dealers and manufacturers in the state by a committee made up of Horace de Lissers, chairman, Alfred Reeves, Gaston Plattner, Carl H. Page, J. A. Clark, James Nichols and Clifford M. Bishop, embodying the call for next Tuesday's meeting. The letter which the committee prepared as a call for the meeting is in part as follows:

"There is no denying the great benefit this expenditure honestly made would be to the automobile industry, both manufacturer and dealer alike, but unfortunately politics has played such a prominent part in the disbursement of this first appropriation that unless we can be assured of the next \$30,000,000 being spent in giving New York the roads that \$30,000,000 can produce the defeat of the appropriation should be encouraged; indeed, popular disapproval has already anticipated this course.

"Fortunately the nomination of Job E. Hedges for Governor gives to the state the hope the automobile trade has long been anticipating—a nominee in whose sincerity we can trust, whose honesty cannot be questioned, whose advocacy of good roads was the premier cause of the movement in this state and whose affiliation with country advancements and with the automobile industry since its inception as counsel and legal adviser not only to the association of automobile manufacturers, but to the accessory manufacturers' association as well, stamp him, irrespective of any party affiliation, as the man upon whom we of the automobile trade can combine as a unit to place the responsibility of giving us the good roads we pay for and have a right to expect.

"With this object solely in view we would ask your earnest co-operation and solicit your efforts and advice on a general committee of the automobile manufacturers and dealers in greater New York in the making of a demonstration in this city on November 1, in a way to be devised that will forcibly bring to the voters of this great city the determination of the automobile trade to further the interests of good roads, the building of which means so much to citizens in reducing the cost of living, which we know can only be obtained by championing the cause of Mr. Hedges in this movement that so greatly affects us and the farmers and automobilists throughout the state."

In addition the committee has sent invitations to many prominent good road enthusiasts throughout the country, including ex-Vice-President Charles W. Fairbanks, to be present at the good roads rally.

A SURPRISE TO VISITORS

Overland Sawmill an Important Feature of Big Plant.

"Visitors at a modern automobile plant generally express surprise at the magnitude and extent of equipment required for a big production," says G. W. Bennett, vice-president of the Willys-Overland Company, of Toledo. "At the Overland factory they are impressed at finding a saw and planing mill occupying 40,000 square feet of floor space in a modern concrete building.

"This mill in full operation is an interesting sight. It consumes several carloads of first quality oak and ash lumber daily. The labor saving machines with which this department is equipped automatically saw, plane, sand, tongue and groove accurately the various parts that go into the body assembly department, thus greatly reducing the work of the cabinetmakers.

"Each machine in the mill is equipped with a vacuum suction pipe leading to an overhead storage reservoir that instantly removes sawdust and shavings, allowing the operator an unobstructed working space.

"Raw material entering the sawmill comes properly seasoned from our own dry kiln, which has a capacity of 1,250,000 board feet of lumber at one time. From the freight cars to the lumber yard, to the dry kiln, in through the saw and planing mills the lumber rotates on an endless labor saving belt system to the body assembly, the upholstery and paint shops, making the completed product absolutely independent of outside conditions."

FOREIGN TOURING IS CHEAP

Peerless Owner Says Car Up-keep Abroad Is Very Low.

In the opinion of L. N. Powers, of New York, who has been driving a 25-horsepower Peerless car about Europe for the last three years, a well built American car is much more desirable on European roads than one of foreign manufacture. Interviewed in London a short time ago Mr. Powers said:

"Though I had intended to spend only eight months in Europe, I have been here now for twenty-seven months, and will probably finish the three years and go home. I have motored through Great Britain and the Continent and given my car the hardest kind of work.

"Yet the expense for repairs has been only \$25. I had the car examined recently, and it was pronounced to be as good as new. Foreign makers seem unable to believe that my expense for repairs has been so low. I find that my car, while perhaps not so fast on the level stretches, beats them all on the hills. Foreign cars may be built for speed, but a car built for American roads has an easy, inexpensive time of it in Europe."

PROPER LOADING A FACTOR

Truck Life Depends Greatly on Work of Drivers.

Proper loading is a big factor in prolonging the life of motor trucks, in the opinion of Harry B. Houpt, general sales manager of the American Locomotive Company's automobile department. How to secure the right distribution of a load

and the effect of good balance of weight in preserving the springs, tires and other features of mechanism are told by Mr. Houpt in the following suggestions to motor truck drivers:

"Do not place all the heavy articles on the rear of the truck. If you place a heavy article on the rear of the truck place an article of like weight on the front also.

"If you have a small and heavy load, such as steel rails, use a small body. Have the body constructed so that the load will be centered. If a tank body is used to haul over rough roads it should be made only large enough to carry a normal load.

"Don't overload. If the body is too big don't load the truck to the capacity of the body.

"Some drivers are unnecessarily hard on tires. The way the truck is loaded has a good deal to do with the wear. Balancing the load not only saves the tires and springs, but the driving mechanism also.

\$985 *Overland* \$985

Completely equipped

F. O. B. Toledo

An unobstructed clean sweep

OVER two hundred telegraphic demands on this car shoot in and out of our plant every day. The telegraph companies tell us we are one of their largest individual customers in the world. It is certain we are, by far, the largest in the automobile business. Our daily volume of telegrams and cables is so enormous that it requires our own private staff of operators to handle it.

Since the announcement of this car it has become almost impossible to keep accurate account of our daily mail. To count the separate pieces of first class matter would be impractical. About all we can do is to check off the truck loads of U. S. mail bags and let it go at that.

Our annual production will be 40,000 cars. Our October production schedule called for 150 cars a day, which we are shipping right now. We could ship 500 a day if we had them. For the last 30 days we have been over 3000 cars behind our immediate shipping orders. This model has had an unobstructed clean sweep. It has gone before everything. Nothing can stop it, for nothing on earth can touch it.

Practically every important 1913 announcement has been made. A careful examination of these announcements will prove precisely what we have been claiming—that there is not a \$1200 car built that has any more practical value to offer than this one for \$985.

And here are the comparative facts which support this seemingly bold statement.

Automobile values must be looked at from several different angles. You must consider not only the price, but what that price buys you. You must take into consideration the power, the strength, the beauty, the construction, the size, the appearance and the equipment of the car. You must judge a car by the material in it; the workmanship on it; the methods employed to produce it; and last but not least, the facilities behind the production methods.

Examine each one of these fundamentals in this Overland at \$985 and you will find a car that is identical with any \$1,200 car in the world. Go further and you find high-grade construction and painstaking care in finish that equal the production methods employed in the making of any \$5,000 car you know of.

This car has the power of a \$1200 car; it has the strength of a \$1200 car; it has the size of a \$1200 car; it has the seating capacity of a \$1200 car; it has the wheel base of a \$1200 car; it has the chassis construction of a \$1200 car; it has the comfort of a \$1200 car; it has the beauty and finish of a \$1200 car.

Take the equipment item alone. It has a Warner speedometer—the best made; it has a fine mohair top and boot; it has a clear vision wind shield; it has a self-starter and Prestolite tank—every practical accessory made for an automobile. And all for the one price—\$985. There are no "extras."

Then there are those important construction features which are only found on the very high-priced cars. This model has a drop-forged I beam section front axle, fitted with the famous Timken bearings; a three-quarter floating rear axle fitted with Hyatt bearings; a selective transmission, with three speeds forward and reverse, fitted with annular bearings, and a cold rolled pressed steel frame. It has the center control. The brakes are unusually large for a car of this size and power, and are ample for cars of much greater weight. There are two powerful sets—internal expanding and external contracting. The great braking surface of these is indicated by their dimensions—13 inches by 2 1/4 inches each. These are the brake dimensions you find on \$1,500 cars. Pick up the catalogue of any \$1,500 car and see for yourself. The springs are semi-elliptic front, three-quarter elliptic rear. Each spring has six leaves. Tires are 32x3 1/2 Q. D.

This model is superbly finished. The striking body is in dark Overland blue. Battleship gray wheels

harmonize perfectly with the rich, dark body which is trimmed in black and nickel plate.

How can we market this car at this price? By making 40,000 cars a year. Increased production brings decreased selling prices. There is the answer in six small words.

France is famous for its automobiles, yet we turn out in one year as many cars as all the French factories combined. The United Kingdom is equally famous for motor cars, yet we almost double the combined output of all the English factories under the sun. The Overland factories alone, make nearly three times as many cars as the combined factories of Germany. And when you total the annual automobile production of such countries as Holland, Russia and Sweden, you find they do not make as many cars as some of our individual dealers handle in one single year.

We have more agents in some states than most American factories have in all the United States. We export more cars than the annual output of any automobile factory in Europe. Some of our American dealers alone, take more cars annually than most American factories turn out in a year. That is what 40,000 cars a year means. And that, and only that, is why we can make and market for \$985 what others are forced to get \$1200 for.

We want to place the utmost importance on the fact that the big value of this car is found in the vital things that really establish "big value." That is, such things as the long wheel base, the big motor, the splendid rear axle unit, the large and roomy five passenger body—the springs, the brakes, the high grade bearings, the pressed steel frame, the complete equipment, etc.

Any man who pays over \$985 for a completely equipped, 30 horsepower, five passenger touring car of this type and size is just wasting money.

See this Model "69" at our salesroom in your city at once. Order early if you want it early.

The Willys-Overland Company, Toledo, Ohio

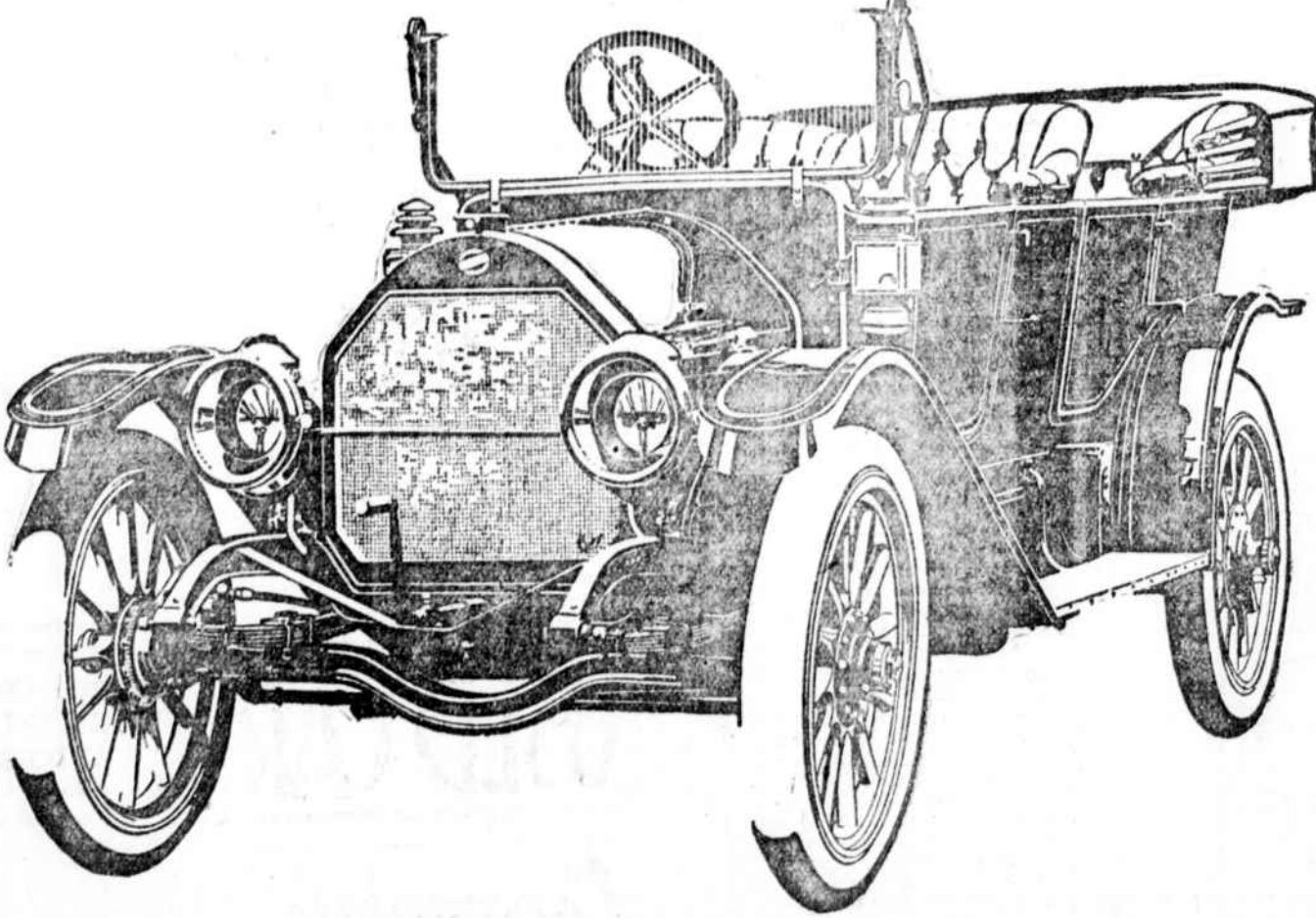
C. T. SILVER, Distributor, 1599 Broadway, at 49th St., New York. Tel. Bryant 5741

BROOKLYN, N. Y.
Cor. Bedford and Atlantic.
Telephone 6064 Bedford.

NEWARK, N. J.
588 Broad Street.
Telephone 6159 Market.

ASBURY PARK, N. J.
Cor. Lake and Emery.
Telephone 1387 Asbury.

Self Starter
30 Horsepower
5 Passenger Touring
110-inch Wheel Base
Center Control
Remy Magneto



Warner Speedometer
Mohair Top and Boot
Clear Vision Wind Shield
Prestolite Tank
Tires, 32 x 3 1/2 Q. D.
Bright Parts Nickel-Plated

Electric Trucks Are Finding a Steady Market

Prove Superiority in Certain Lines of Work, and Are Capable of Many Uses.

Not many years ago the electric truck was denied even serious consideration by merchants who contemplated replacing their horses with motor trucks. In those days there was little trouble for the manufacturing department to keep far in advance of the selling force, and a time shipment was almost unheard of. To-day the electric is bought not as a one-car experiment, for the experimental stage was passed years ago, but in whole fleets.

A drygoods store has been known to place orders for fifty or more at a time, and one of the largest express companies in the country receives its electric trucks in consignments of from two to twenty at each delivery.

Even the manufacturers of gasoline cars have been forced to acknowledge the superiority of the electric in its particular field, and they have not only made this acknowledgment but are proving their sincerity by taking up the manufacture of the electric in addition to their regular gasoline car line. This was clearly shown by the names of the electric vehicle exhibitors at the Electrical Show which has just ended in this city.

Among the exhibitors was the General Motors Truck Company, one of the con-

cerns that has broadened its output. For the last year it has been building electric trucks up to ten tons' capacity, in addition to gasoline driven vehicles. The sales department reports that it will take until after the first of the year for the factory to catch up to the orders.

Now that its reputation for reliability has been thoroughly established, electric vehicle manufacturers and users are discovering novel "stunts" which the electric can perform. One of the newest of these is to employ the electric as a demonstration car for machinery, using the extra "juice" in the batteries to operate the device. At the Electrical Exposition the Landsen Company had on display a truck of this kind, fitted up for the manufacture of a bottle capping machine.

With his machine placed upon the truck, the manufacturer goes and calls upon prospective customers, thus bringing the mountain to Mahomet. The purchasing agent is summoned, and a demonstration made upon the spot. Frequently the order is closed then and there as a result of this personal canvass.

Another truck fitted for unusual requirements is that ordered by the Borough of

Chelsea, for use as a combination street washer, sprinkler and road roller. In addition to this, the car is so constructed that the tank can be removed and a regular body put in its place for trucking use during the winter. This versatile machine is a Landsen Company product, and will be put to work by the Street Cleaning Department of Chelsea in a few days.

Boston, too, is not without its ingenious trucks. A General Vehicle electric, supplied with additional batteries, is also provided with a pump and is sent around to clear out manholes and flooded cellars. Starting with the battery fully charged, this truck has a capacity of forty miles a day, and, travelling that distance, can pump 18,000 gallons of water from a depth of twenty feet.

J. M. EVANS LEAVES LOZIER.

TAG CARRIGAN WITH AUTO Admirers Make Presentation to Red Sox Catcher.

Lewiston, Me., Oct. 12.—Bill Carrigan, veteran catcher for the Boston Red Sox, the world's baseball champions, is the proud possessor of an automobile, given to him by his fellow townsmen here last night as the climax to a welcome home.

A parade met Carrigan and Heide Wagner, the redoubtable captain, at the railroad station, and escorted the players to the City Hall, where Mayor P. A. Morey and other prominent citizens congratulated the players and Carrigan was presented with his automobile.

With Wagner and other members of the Red Sox Carrigan plans a hunting trip in the Maine woods in a few days.

"It don't do no harm to laugh at another man's misfortune," said Uncle Eben, "provided you kin help him out an' git him to jine in de laugh."—Washington Star.